

REMARKS

The Office Action dated July 9, 2008 and made final, has been carefully reviewed and the foregoing amendment has been made in consequence thereof.

Claims 1-25 and 27-41 are now pending in this application. Claims 1-25 and 27-41 stand rejected.

Applicant appreciates the courtesies shown to Applicant's representative by Examiner Hugh in the December 4, 2008 interview. Applicant's separate record of the substance of the interview is incorporated into the following remarks.

The rejection of Claims 1-25 and 27-41 under 35 U.S.C. § 103(a) as being unpatentable over "Networked VR System: Kitchen Layout Design for Customers" by Fukuda et al. (hereinafter referred to as "Fukuda") in view of U.S. Patent No. 5,970,472 to Allsop et al. (hereinafter referred to as "Allsop") is respectfully traversed.

Fukuda describes a networked virtual reality kitchen design system that allows customers to create a preliminary kitchen design on the Internet and to edit the preliminary design in three-dimensional space. After reviewing and editing the preliminary design on the Internet, customers are able to send the preliminary design to a showroom and to schedule a final review of the preliminary design with a design specialist in the showroom. During the final review session, customers are required to discuss detailed planning issues and budgeting issues with the design specialist in person. Notably, Fukuda does not describe or suggest obtaining from a first user an indication of at least one unavailable new building option for constructing a new building, wherein the unavailable building option is not offered as a choice for a new building option for constructing the new building, and providing information electronically on the at least one unavailable new building option to a second user.

Allsop describes a method for performing electronic commerce on the Internet. The method includes establishing a Web Linked Dealer (WLD) that facilitates authorized sales of a given manufacturer's products. The WLD has an online shopping website that is accessible from a manufacturer's website. To operate the WLD, a server (50) is maintained with an Internet connection, and a number of order processing units (44-49) for processing product orders are maintained and operated on server (50). Each order processing unit (44-49) provides an electronic commerce interface by which a user can, through the WLD, purchase the manufacturer's products. Each order processing unit (44-49) includes a shopping basket application (51) that displays current contents of a user's shopping basket. A shopping basket maintenance module (62) allows the user to edit the contents of the shopping basket. Notably, Allsop also does not describe or suggest obtaining from a first user an indication of at least one unavailable new building option for constructing a new building, wherein the at least one unavailable new building option is not offered as a choice for a new building option for constructing the new building, and providing information electronically on the at least one unavailable building option to a second user.

Claim 1 recites a method of managing building options, the method including "obtaining from a first user an indication of at least one available new building option for constructing a new building and at least one unavailable new building option for constructing the new building, the at least one unavailable new building option not being offered as a choice for a new building option for constructing the new building; causing the at least one available new building option to be electronically accessible to a second user upon electronic transmission of a valid authorization by the second user; providing information electronically on the at least one available new building option to the second user; providing information electronically on the at least one unavailable new building option to the second user; obtaining electronically from the second user an indication of at least one choice from among the at least one available new building option; displaying electronically, based upon the indication of the at least one choice, an amount of money remaining in a designated budget; and providing the indication of the at least one choice to the first user."

No combination of Fukuda and Allsop describes or suggests a method of managing building options as recited in Claim 1. More specifically, no combination of Fukuda and Allsop describes or suggests obtaining from a first user an indication of at least one unavailable new building option for constructing a new building, wherein the at least one unavailable new building option is not offered as a choice for a new building option for constructing the new building, and providing information electronically on the at least one unavailable new building option to a second user, thus educating the second user regarding the unavailable new building option to facilitate the second user in making informed decisions during construction of the new building. In contrast to the present invention, Fukuda describes requiring a customer to wait for a final design review session to discuss budgeting concerns with a design specialist in person, and Allsop merely describes a Web Linked Dealer that allows a user to maintain and edit the contents of an online shopping basket and, thus, does not remedy the deficiencies of Fukuda.

In addition to the above rejection, the Examiner relies on U.S. Patent No. 3,251,543 to Bush (“hereinafter referred to as “Bush”) as allegedly describing the feature of “displaying electronically, based upon the indication of the at least one choice, an amount of money remaining in a designated budget” as recited in Claim 1. Applicants respectfully disagree.

Bush describes an adding machine 24 for providing a running total of items selected for purchase. The adding machine 24 includes a plurality of keys or buttons 26 positioned on a front wall 16 of an attachment to be easily accessible to a customer. A display space 10 contains a plurality of openings or windows 28 through which the running or cumulative total of an amount registered in the adding machine 24 is displayed. As such, Bush merely describes a calculator attached to a grocery cart so that a customer can enter the price of each item he/she placed in the grocery cart as he/she is shopping. Thus, like most calculators, the adding machine 24 maintains a running total of the prices entered into the adding machine 24. However, the prices of items (alleged building options) are not automatically entered and totaled, but are manually entered and totaled by the customer. Further, nowhere does the adding machine 24 display a designated budget. Rather, a customer uses the calculated total

of a cost of items displayed on the adding machine 24 to compare the total cost to an amount of money the customer wishes to spend. That is, the budget of the customer is only known by the customer, not the adding machine 24. The adding machine 24 merely maintains a running total of amounts entered into the adding machine 24 by the customer. Therefore, Bush does not remedy the deficiencies of Fukuda and Allsop in describing or rendering obvious the recitation of displaying electronically, based upon an indication of at least one choice from among at least one available new building option, an amount of money remaining in a designated budget. Further, Bush does not describe or suggest obtaining from a first user an indication of at least one unavailable new building option for constructing the new building, wherein the at least one unavailable new building option is not offered as a choice for a new building option for constructing the new building, and providing information electronically on the at least one unavailable new building option to a second user.

Accordingly, Claim 1 is submitted as being patentable over Fukuda in view of Allsop, further in view of Bush.

Claims 2-11, 13, and 14 depend, directly or indirectly, from Claim 1. When the recitations of Claims 2-11, 13, and 14 are considered in combination with the recitations of Claim 1, Applicant submits that dependent Claims 2-11, 13, and 14 are likewise patentable over Fukuda in view of Allsop, further in view of Bush.

Claim 15 recites a system of managing building options, the system including “a first processor adapted to obtain from a first user an indication of at least one available new building option and at least one unavailable new building option, the at least one unavailable new building option not being offered as a choice for a new building option; and a second processor adapted to allow information on the at least one available new building option and the at least one unavailable new building option to be electronically accessible to a second user upon electronic transmission of a valid authorization by the second user, said second processor adapted to obtain electronically from said second user an indication of at least one choice from among the at least one available new building option, said second processor

adapted to display electronically, based upon the indication of the at least one choice, an amount of money remaining in a designated budget, and said second processor adapted to provide the at least one choice to said first user.”

No combination of Fukuda and Allsop describes or suggests a system of managing building options as recited in Claim 15. More specifically, no combination of Fukuda and Allsop describes or suggests a first processor adapted to obtain from a first user an indication of at least one available new building option and at least one unavailable new building option, wherein the at least one unavailable new building option not being offered as a choice for a new building option, and a second processor adapted to allow information on the at least one available new building option and the at least one unavailable new building option to be electronically accessible to a second user, thus educating the second user regarding the unavailable new building option to facilitate the second user in making informed decisions during construction of the new building. In contrast to the present invention, Fukuda describes requiring a customer to wait for a final design review session to discuss budgeting concerns with a design specialist in person, and Allsop merely describes a Web Linked Dealer that allows a user to maintain and edit the contents of an online shopping basket and thus does not remedy the deficiencies of Fukuda in disclosing or rendering obvious the features of Claim 15.

In addition to the above rejection, the Examiner also relies on Bush as allegedly describing the feature of “said second processor adapted to display electronically, based upon the indication of the at least one choice, an amount of money remaining in a designated budget” as recited in Claim 15. Applicants respectfully disagree.

As described above, Bush merely provides a customer with a calculator attached to a grocery cart so that the customer can enter the price of each item he/she placed in the grocery cart as they are shopping. Thus, like most calculators, the adding machine 24 maintains a running total of the prices entered into the adding machine 24. However, the prices of items (alleged building options) are not automatically entered and totaled, but are manually entered and totaled by the customer. Further, nowhere does the adding machine 24 display a

designated budget, rather a customer uses the calculated total of a cost of items displayed on the adding machine 24 to compare the total cost to an amount of money the customer wishes to spend. That is, the budget of the customer is only known by the customer, not the adding machine 24. The adding machine 24 merely maintains a running total of amounts entered into the adding machine 24 by the customer. Therefore, Bush does not remedy the deficiencies of Fukuda and Allsop in disclosing or rendering obvious displaying electronically, based upon an indication of at least one choice from among at least one available new building option, an amount of money remaining in a designated budget. Furthermore, Bush does not describe or suggest a first processor adapted to obtain from a first user an indication of at least one available new building option and at least one unavailable building option, the unavailable building option not being offered as a choice for a building option, and a second processor adapted to allow information on the at least one available new building option and the at least one unavailable building option to be electronically accessible to a second user.

Accordingly, Claim 15 is submitted as being patentable over Fukuda in view of Allsop, further in view of Bush.

Claims 16-23, and 25 depend, directly or indirectly, from Claim 15. When the recitations of Claims 16-23, and 25 are considered in combination with the recitations of Claim 15, Applicant submits that dependent Claims 16-23, and 25 are likewise patentable over Fukuda in view of Allsop, further in view of Bush.

Claim 27 recites at least one program storage device readable by a machine, tangibly embodying at least one program of instructions executable by the machine to perform a method of managing building options, the method including “obtaining from a first user an indication of at least one available new building option for constructing a new building and at least one unavailable new building option for constructing the new building, the at least one unavailable new building option not being offered as a choice for a new building option for constructing the new building; causing the at least one available option to be electronically accessible to a second user upon electronic transmission of a valid authorization by the

second user; providing information electronically on the at least one available new building option to the second user; providing information electronically on the at least one unavailable building option to the second user; obtaining electronically from the second user an indication of at least one choice from among the at least one available new building option; displaying electronically, based upon the indication of the at least one choice, an amount of money remaining in a designated budget; and providing the indication of the at least one choice to the first user.”

No combination of Fukuda and Allsop describes or suggests a method of managing building options as recited in Claim 27. More specifically, no combination of Fukuda and Allsop describes or suggests obtaining from a first user an indication of at least one unavailable new building option for constructing a new building, wherein the at least one unavailable new building option is not offered as a choice for a new building option for constructing the new building, and providing information electronically on the at least one unavailable new building option to a second user, thus educating the second user regarding the unavailable new building option to facilitate the second user in making informed decisions during construction of the new building. In contrast to the present invention, Fukuda describes requiring a customer to wait for a final design review session to discuss budgeting concerns with a design specialist in person, and Allsop merely describes a Web Linked Dealer that allows a user to maintain and edit the contents of an online shopping basket and, thus, does not remedy the deficiencies of Fukuda.

In addition to the above rejection, the Examiner also relies on a new reference, Bush, as allegedly describing the feature of “displaying electronically, based upon the indication of the at least one choice, an amount of money remaining in a designated budget” as recited in Claim 27. Applicants respectfully disagree.

Bush describes an adding machine 24 for providing a running total of items selected for purchase. The adding machine 24 includes a plurality of keys or buttons 26 positioned on a front wall 16 of an attachment to be easily accessible to a customer. A display space 10 contains a plurality of openings or windows 28 through which the running or cumulative total

of an amount registered in the adding machine 24 is displayed. As such, Bush merely describes a calculator attached to a grocery cart so that a customer can enter the price of each item he/she placed in the grocery cart as he/she are shopping. Thus, like most calculators, the adding machine 24 maintains a running total of the prices entered into the adding machine 24. However, the prices of items (alleged building options) are not automatically entered and totaled, but are manually entered and totaled by the customer. Further, nowhere does the adding machine 24 display a designated budget. Rather, a customer uses the calculated total of a cost of items displayed on the adding machine 24 to compare the total cost to an amount of money the customer wishes to spend. That is, the budget of the customer is only known by the customer, not the adding machine 24. The adding machine 24 merely maintains a running total of amounts entered into the adding machine 24 by the customer. Therefore, Bush does not remedy the deficiencies of Fukuda and Allsop in describing or rendering obvious the recitation of displaying electronically, based upon an indication of at least one choice from among at least one available new building option, an amount of money remaining in a designated budget. Further, Bush does not describe or suggest obtaining from a first user an indication of at least one unavailable new building option for constructing the new building, whercin the at least one unavailable new building option is not offered as a choice for a new building option for constructing the new building, and providing information electronically on the at least one unavailable new building option to a second user.

Accordingly, Claim 27 is submitted as being patentable over Fukuda in view of Allsop, further in view of Bush.

Claims 28-39 depend, directly or indirectly, from Claim 27. When the recitations of Claims 28-39 are considered in combination with the recitations of Claim 27, Applicant submits that dependent Claims 28-39 are likewise patentable over Fukuda in view of Allsop, further in view of Bush.

Claim 41 recites a system for managing building options, the system including “means for obtaining from a first user an indication of at least one available new building

option for constructing a new building and at least one unavailable new building option for constructing the new building, the at least one unavailable new building option not being offered as a choice for a new building option for constructing the new building; means for causing the at least one available new building option to be electronically accessible to a second user upon electronic transmission of a valid authorization by the second user; means for providing information electronically on the at least one new building option to said second user; means for providing information electronically on the at least one unavailable new building option to said second user; means for obtaining electronically from said second user an indication of at least one choice from among the at least one available new building option; means for displaying electronically, based upon the indication of the at least one choice, an amount of money remaining in a designated budget; and means for providing the indication of the at least one choice to said first user.”

No combination of Fukuda and Allsop describes or suggests a system for managing building options as recited in Claim 41. More specifically, no combination of Fukuda and Allsop describes or suggests means for obtaining from a first user an indication of at least one unavailable new building option for constructing a new building, wherein the at least one unavailable new building option is not offered as a choice for a new building option for constructing the new building, and providing information electronically on the at least one unavailable new building option to a second user, thus educating the second user regarding the unavailable new building option to facilitate the second user in making informed decisions during construction of the new building. Fukuda describes requiring a customer to wait for a final design review session to discuss budgeting concerns with a design specialist in person, and Allsop merely describes a Web Linked Dealer that allows a user to maintain and edit the contents of an online shopping basket and, thus, does not remedy the deficiencies of Fukuda.

In addition to the above rejection, the Examiner relies on Bush, as allegedly describing the feature of “means for displaying electronically, based upon the indication of

the at least one choice, an amount of money remaining in a designated budget" as recited in Claim 41. Applicants respectfully disagree.

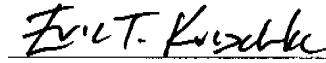
Bush describes an adding machine 24 for providing a running total of items selected for purchase. The adding machine 24 includes a plurality of keys or buttons 26 positioned on a front wall 16 of an attachment to be easily accessible to a customer. A display space 10 contains a plurality of openings or windows 28 through which the running or cumulative total of an amount registered in the adding machine 24 is displayed. As such, Bush merely describes a calculator attached to a grocery cart so that a customer can enter the price of each item he/she placed in the grocery cart as he/she is shopping. Thus, like most calculators, the adding machine 24 maintains a running total of the prices entered into the adding machine 24. However, the prices of items (alleged building options) are not automatically entered and totaled, but are manually entered and totaled by the customer. Further, nowhere does the adding machine 24 display a designated budget. Rather, a customer uses the calculated total of a cost of items displayed on the adding machine 24 to compare the total cost to an amount of money the customer wishes to spend. That is, the budget of the customer is only known by the customer, not the adding machine 24. The adding machine 24 merely maintains a running total of amounts entered into the adding machine 24 by the customer. Therefore, Bush does not remedy the deficiencies of Fukuda and Allsop in describing or rendering obvious the recitation of displaying electronically, based upon an indication of at least one choice from among at least one available new building option, an amount of money remaining in a designated budget. Further, Bush does not describe or suggest a means for obtaining from a first user an indication of at least one unavailable new building option for constructing the new building, wherein the at least one unavailable new building option is not offered as a choice for a new building option for constructing the new building, and a means for providing information electronically on the at least one unavailable new building option to a second user.

Accordingly, Claim 41 is submitted as being patentable over Fukuda in view of Allsop, further in view of Bush.

For at least the reasons set forth above, Applicant respectfully requests that the Section 103 rejection of Claims 1-11, 13-23, 25, 27-39, and 41 be withdrawn.

In view of the foregoing amendment and remarks, all of the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

Respectfully submitted,


Eric T. Krischke
Registration No. 42,769
ARMSTRONG TEASDALE LLP
One Metropolitan Square, Suite 2600
St. Louis, Missouri 63102-2740
(314) 621-5070